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ABSTRACT

This book on managing media services focuses on the administration of nonprint materials and services. The following chapters are included: (1) Managing Media Services: An Overview; (2) Philosophical Perspectives; (3) Planning Media Service Programs; (4) Management Basics; (5) Managing Media Materials Services; (6) Managing Media Equipment Services; (7) Managing Media Development Services; (8) Computers and the Media Center; (9) Managing Technological Change; (10) Managing Personnel; (11) Managing Budgets; (12) Communicating; (13) Evaluating Media Service Programs; (14) Designing Media Service Facilities; (15) Reaching Distant Learners; (16) Professionalism; and (17) The Future. Each chapter contains references and a selected bibliography. Appendices contain client needs assessment, organizational plans of exemplary programs, media selection policies, media center and learning resources programs standards and recommendations, instructional media center evaluation by patrons, design case history, and author, subject, and title indexes. (MES)

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